

FILE

NOV 4 1946

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RUTH FINLEY, Editor
44 WEST 52nd STREET

FRANCES HUGHES, Associate Editor
NEW YORK 19, N.Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

SPECIAL NOTE OF APPRECIATION

WE WANT TO THANK YOU FOR YOUR REPLIES TO OUR QUESTIONNAIRE ABOUT A PROPOSED FASHION JOB SERVICE IN THE FASHION CALENDAR. SINCE THE MAJORITY OF OUR SUBSCRIBERS DO THINK THAT IT WOULD BE OF VALUE, WE SHALL START THIS SERVICE IN AN EARLY ISSUE.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, NOVEMBER 1, 1946</u>			
Just Published	FASHION GROUP'S SECOND BOOK "Keys to a Fashion Career," based on the Fashion Group's training course, is a new book by Bernice Chambers, Assistant Prof., N.Y.U. School of Retailing. Exact job procedure as followed by designers, stylists, advertising executives, manufacturers, merchandisers, and people doing display, fashion publicity, and magazine work. Price: \$3.00, available at bookstores, through the Fashion Group or McGraw-Hill, ME. 3-0700.	EDITED BY BERNICE CHAMBERS	PUBLISHED BY McGRAW- HILL BOOK CO., INC.
Friday Nov. 1 10:00 A.M. Breakfast	PRESS TO MEET THREE CORSET DESIGNERS Breakfast for fashion press to meet Warner Brothers' three designers: Sophie, Sally, and Dixie. Also, brief showing of new corset and brassiere designs. Attendance strictly by invitation. Publicity: Virginia Gates Marsh, CI. 6-4340.	WARNER BROTHERS COMPANY	HAMPSHIRE HOUSE COTTAGE
Friday Nov. 1 4:00 P.M. Cocktails	"CAROUSEL OF FASHIONS"; PRESS COCKTAIL PARTY Preview of Fall and Spring teen styles from selected manufacturers and "Christening" of carousel by Iva Withers and Jean Darling, stars of the show "Carousel". By invitation only. Contact: Aileen Fogarty, BR. 9-5890.	MISS AMERICA MAGAZINE	17TH REGIMENT ARMORY 34TH ST. & PARK AVE.
Friday Nov. 1	OPENING OF SKI SHOP FOR MEN Ski Shop for Men on De Pinna's Main Floor, under personal direction of Nicholas G. Hock, skiing authority who has had 25 years of active skiing in the U. S. and Europe. He will tell what to wear for skiing; where the best ski trails are to be found; weather, snow and highway conditions; other skiing information. Publicity: Dorothy Coburn, VO. 5-4800.	DE PINNA	MAIN FLOOR
<u>WEEK BEGINNING MONDAY, NOVEMBER 4, 1946</u>			
Monday Nov. 4 9:30 A.M.	PRESS SHOWING OF MARC KOVEN JEWELS Fabulous gems by Marc Koven, to be shown to the press Monday morning at Lord & Taylor's street floor and on exhibit all week. Publicity: Alice Johnston, WI. 7-3300.	LORD & TAYLOR	STREET FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 4 12:00 Noon- 11:00 P.M.	TWENTY-THIRD ANNUAL WOMEN'S EXPOSITION "Hands Around the World"-- an exhibit of the numerous fields of activity in which the basic interests of women around the world have been expressed. Tickets: 50¢. Publicity: Alix B. Williamson, VA. 6-1466.	WOMEN'S NATIONAL INSTITUTE	71ST REGIMENT ARMORY 34TH ST. & PARK AVE.
Monday Nov. 4 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING Fall and Winter custom-order fashions will be presented by Farquharson and Wheelock during luncheon. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Fashion Show Publicity and Director: Mary Alice Rice, CI. 6-1790.	FARQUHARSON & WHEELOCK (23 WEST 57TH St.)	ST. REGIS HOTEL IRIDIUM ROOM
Beginning Monday Nov. 4	OPENING OF FOGA SPRING LINES The only collections of these houses for the entire Spring season, in accordance with their procedure of showing a single line for each season: <u>MONDAY, NOVEMBER 4</u> Ben Barrack, Inc. Carlye Dress Corp. Deitsch, Wersba & Coppola, Inc. A. Goodman & Co., Inc. Horwitz & Duberman, Inc. La Rue Dresses, Inc. Paul Sachs Originals, Inc.	FASHION ORIGINATOR'S GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS <u>FRIDAY, NOVEMBER 8</u> Samuel Kass Gowns, Inc. <u>MONDAY, NOVEMBER 11</u> Joseph Halpert, Inc. Frank Starr, Inc. <u>TUESDAY, NOVEMBER 12</u> Hansen Bang, Inc. William Bass Dress Co. Ed Gerrick, Inc. Mary Lee, Inc. (originally scheduled for Nov. 7) Ben Reig, Inc. Herbert Sondheim, Inc. Suzanne-Augustine, Inc. <u>WEDNESDAY, NOVEMBER 13</u> Parnis-Livingston, Inc.
	<u>TUESDAY, NOVEMBER 5</u> Capri Frocks, Inc. Fred Greenberg Dress Co., Inc. International Dress Co., Inc. Junior League Frocks, Inc. C. H. D. Robbins Co. Hannah Troy, Inc. <u>THURSDAY, NOVEMBER 7</u> Kaplan & Grabois, Inc. David Leonard & Levine, Inc. Morris & Marcus Martin Simon, Inc. Contact: Leonard V. Gendler, Executive Secretary, CH. 4-6945.		
Week Of Nov. 4	SPRING OPENING: GUILD SHOE LINES This main Spring opening will feature shoes for the major Spring selling months--shoes for street, afternoon and evening. Opening inaugurates the second year of the Guild's five showings, a yearly program, highlighting the production and delivery of shoes 12 times a year, instead of the former schedule. Members of the Guild of Better Shoe Manufacturers include: Cangemi, Inc.; Thomas Cort Ltd.; Delman, Inc.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; Marino; I. Miller and Sons, Inc.; Newton Elkin Shoe Co.; Palter Deliso, Inc.; Schwartz and Benjamin, Inc.; Setroy, Inc.; Van Arden, Inc.; M. Wolf Sons, Inc.; Morris Wolock Co.; Zuckerman and Fox, Inc. Contact: Kate Goldstein Kamen, Executive Secretary. 875 Fifth Ave., RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS SHOE MANUFACTURERS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Nov. 4	SHOWING OF NEW SPRING BLOUSES Trade showing of Alice Stuart's Spring collection of blouses. Contact: Cecile Kay, WI. 7-0980.	ALICE STUART	SHOWROOM 525 SEVENTH AVE.
Monday Nov. 4- Nov. 9	GALA OPENING OF THE FIFTY-EIGHTH NATIONAL HORSE SHOW The National Horse Show Association will present the 58th National Horse Show, which has not taken place since 1942, to be held at Madison Square Garden, with morning, afternoon, and evening performances daily. Chairman of Publicity Committee: Maximilian Elser, Jr. of J. Walter Thompson, 420 Lexington Ave. Fashion Contact: Alice Dowd, MU. 3-2000.		
Nov. 5	ELECTION DAY (Tuesday)		
Tuesday Nov. 5 10:15 A.M.	OPENING OF SPRING DRESS COLLECTION Showing of Junior League Frocks' Spring lines. Press by appointment only. Publicity: Hilda Kassell, PL. 2-2917.	JUNIOR LEAGUE FROCKS INC.	1372 BROADWAY SHOWROOM
Tuesday Nov. 5 12:00 Noon Luncheon	"SUDDENLY IT'S SPRING." HAT FASHION SHOW New millinery colors will be introduced at a hat fashion show with the theme "Suddenly It's Spring," inspired by the forthcoming Paramount movie. Jewelry by Castlecliff. (Publicity: Dorothy Lansing, PL. 8-3145.) Showing promptly at 1:00 P.M. Press by invitation only. Tickets: \$7.50. For tickets, contact: Hats Magazine, 15 East 40th St., LE. 2-8415. Commentator and Publicity: Edyth Thornton McLeod, WI. 2-7800.	MILLINERY DESIGNERS' LEAGUE	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Nov. 5 4:30 P.M. Cocktails	HAIR FASHION REVIEW AND COCKTAIL PARTY Guro will present his new "Studied Irregularity" in hairstyles, and will demonstrate the twenty-minute Guro Water Wireless Permanent Wave. Costume jewelry specially designed by Natacha Brooks. Attendance by invitation only. Publicity: Nona James, VO. 5-3440; or Guro, WI. 2-1757.	GURO (441 MADISON AVE.)	WALDORF-ASTORIA WEST FOYER
Wednesday Nov. 6 12:30 P.M. Luncheon; 4:00 P.M. Cocktails	SPECIAL COLLECTION OF ALL-FRENCH ORIGINALS Saks 34th St. will have a 12:30 P.M. luncheon and 4:00 P.M. cocktail presentation of the first collection of all-French original costumes, millinery, and accessories to be shown in N.Y. since before the war. Attendance by invitation only. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH ST.	HOTEL PLAZA GRAND BALLROOM
Wednesday Nov. 6 1:00 P.M. Luncheon	"HATS FOR YOU" AT LUNCHEON SHOW Millinery for resort wear at Palm Beach; special groups of Paris originals; fur trimmed and dressy hats; also, a group of town and country millinery--"Hats for You" by Aranka. Furs by Dein-Bacher of the Waldorf. "Orchid Night" makeup by Alexandra de Markoff. Open to public. Press by invitation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	ARANKA, INC. (19 EAST 46TH ST.)	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 6 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Showing of completely feminine suits, coats, furs and slacks. Hats by Eve Tartar. Open to public. Press by invitation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Hotel Pierre Publicity: Florence Lanthier, EL. 5-3644.	PLACE VENDOME (957 MADISON AVE.)	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 6 4:00 P.M. 7:00 P.M. Cocktails	HIGHLIGHTS OF NEW PARIS COLLECTION A reception for the press will be given by Mme. Nina Ricci, Paris couturiere. Highlights from her latest collection, especially flown from Paris for this occasion, will be presented. Attendance strictly by invitation. Contact: Anne Whitney Fogarty, Dorland-International, Pettingell and Fenton, EL. 5-2685.	NINA RICCI	RITZ CARLTON HOTEL CRYSTAL GARDEN
Thursday Nov. 7 9:30 A.M. Breakfast	PRESS PREVIEW: SPRING COATS & SUITS Showing of misses' and juniors' coats and suits for Spring, 1947. By invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	LEEDS LTD. COATS INC.	HAMPSHIRE HOUSE COTTAGE
Thursday Nov. 7 11:00 A.M.	SHOWING OF "KRENE" WATER MURALS Opening of the new "Krene" showroom with exhibition of hand-painted, film plastic shower curtains, based on famous pictures. Also, first all-over silk screen printed shower curtains, and new engineering feat in welded plastic ruffles. Strictly by invitation. Contact: Gertrude Bailey, CA. 5-1900.	NATIONAL CARBON CO., INC.	30 EAST 42ND STREET MAIN FLOOR
Thursday Nov. 7 12:30 P.M. Luncheon	COSMETIC DIVISION LUNCHEON FOR MEMBERS "Promotion or Commotion? How Far Can You Go?" is the subject of the Cosmetic Division luncheon for members only--no guests. Speaker: Edith Brazwell Evans, National Coordinating Editor, "Mademoiselle". Price: \$2.45 (including tax and tip). Reservations close Wednesday, November 6, at 5:00 P.M. Do not send check; pay at the door for this luncheon. Chmn., Cosmetic Division, Leonore Buehler. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	MURRAY HILL HOTEL PARK AVE. & 41ST ST.
Thursday Nov. 7 1:00 P.M. Luncheon	PARIS-INSPIRED FASHION PRESENTATION Luncheon showing of original creations in dresses and suits by Helen de Huene and hats by Edwarda, during luncheon. Open to public. Press by invitation. For reservations, contact "Charles", PL. 3-4600, Ext. 20. Contact: Ritz Carlton Publicity, Marion Morrison, PL. 3-4600; or Helen de Huene, 3:00 P.M. to 6:00 P.M. only, EL. 5-1337.	HELEN DE HUENE (21 E. 57) EDWARDA (780 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Thursday Nov. 7 3:00 P.M.	"BRITAIN BOUNCES BACK" FASHION PRESENTATION Press showing by Doree, the famous British designer whose recent "Britain Can Make It" fashion showing at Albert Hall in London created a sensation there. She arrived in this country on the maiden voyage of the Queen Elizabeth, bringing with her more than fifty exclusive creations of tailored suits, cocktail and evening gowns ranging in price from \$125 to \$2000, designed and manufactured in England. The first British fashions arriving in this country since the war, this will be the first all-British Fashion Show given here. Commentator: Maxine Keith. Attendance by invitation only. Publicity: Arthur Cooper and Harold Antin, PL. 9-7455.	DOREE	CHATHAM HOTEL KENT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 7 3:30 P.M.- 5:30 P.M. Cocktails	PATTERN WARDROBE FASHION SHOW Special showing of a "Make-It-Yourself" Cotton Fashion Show that is currently touring the country. For the magazine and trade press and for the pattern companies and converters who helped the Cotton Textile Institute execute this new pattern wardrobe. Show promptly at 4:00 P.M. Attendance by invitation only. Contact: Margot Herzog, WO. 2-0270.	COTTON TEXTILE INSTITUTE	320 BROADWAY ROOM 1106
Thursday Nov. 7 6:30 P.M.	BUFFET SUPPER AND TELEVISION SHOW Television show and buffet supper by Junior First. <u>invitation</u> . Publicity: Hilda Kassell, PL. 9-2917.	JUNIOR FIRST INC.	1400 BROADWAY SHOWROOM <u>Press strictly by</u>
Beginning Thursday Nov. 7	OPENING OF COMPLETE SPRING COLLECTION Three showings daily at 10:30 A.M., 1:00 P.M., and 4:00 P.M. of Mil-Jay's complete Spring line, including wools, prints, crepes, and, for the first time, a group of costumes for the coming season. Contact: LA. 4-9586.	MIL-JAY DRESSES	530 SEVENTH AVE. SHOWROOM
Friday Nov. 8 10:00 A.M.	PRESS PREVIEW OF PORTRAIT COLLECTION Private showing, beginning at 10:00 A.M.; of Odette Barsa's exciting new portrait collection of couturier boudoir fashions, inspired by famous 18th Century paintings. This will be launched by Bonwit Teller, beginning Nov. 10, and simultaneously throughout the country. Attendance by invitation only. Publicity: Ann R. Silver Associates, MU. 2-8633.	ODETTE BARSA	16 EAST 34TH ST. SHOWROOM (15TH FL.)
Friday Nov. 8	"PRODUCTION PROGRESS THROUGH TEXTILE RESEARCH" Seventeenth annual meeting of the Textile Research Institute with speakers discussing the theme "Production Progress through Textile Research". There will be textile progress exhibits in the Palm Room, provided by leading mills and laboratories, and including new fabrics; new test equipment; new manufacturing processes; new finish applications; fiber displays and textile products. Registration and luncheon: \$7.00. Contact: Textile Research Institute, 10 East 40th St., LE. 2-2196.	TEXTILE RESEARCH INSTITUTE, INC.	WALDORF-ASTORIA STARLIGHT ROOF
Monday Nov. 11 1:00 P.M. Luncheon	"WHITE CHRISTMAS" LUNCHEON SHOW Fur fashion preview, a "White Christmas" luncheon presentation of Ackerman-Blatt's gift furs. Christmas diamonds by John Rubel. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Ackerman-Blatt Publicity: Mildred Kaldor, BR. 9-9399. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ACKERMAN-BLATT	ST. REGIS HOTEL IRIDIUM ROOM
Cancelled Monday Nov. 11	MME. REINE'S PRESS SHOWING OF HER ADVANCE MIDSEASON COLLECTION OF HATS, FURS, AND ACCESSORIES, ORIGINALLY SCHEDULED FOR NOV. 11 AT 4:00 P.M., HAS BEEN CANCELLED BECAUSE MME. REINE IS DETAINED IN PARIS. NEW DATE WILL BE ANNOUNCED LATER.		
Monday Nov. 11 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING LINE Paul Parnes will present a showing of the Spring collection to the press. Showing promptly at 4:30 P.M. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison Inc., MU. 3-1267.	PAUL PARNES CO.	HAMPSHIRE HOUSE COTTAGE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 11 8:30 P.M.	GAIA OPENING: GRAND OPERA HOUSE Luxurious fashions will be on view at the Grand Opening of the 1946-47 Metropolitan Opera Season, with Delibes' "Lakme" as the curtain raiser. Publicity: Margaret Garson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY AT 39TH ST.
Nov. 11	ARMISTICE DAY -- Monday. (Banks will be closed).		
Tuesday Nov. 12 11:00 A.M.	"THE NAME'S THE THING" CORSET SHOWING Warner presents "The Name's The Thing" -- their first formal postwar showing, keyed to the latest developments in corset and brassiere design. Fashion Show will last one hour and is to be followed by an informal luncheon. Attendance strictly by invitation. Publicity: Anne Ketcham, Warner Brothers Co., Bridgeport, Conn.	WARNER BROTHERS CO.	HOTEL ASTOR GRAND BALLROOM
Tuesday Nov. 12 12:30 P.M. Luncheon	PRESS SHOWING: "MAGIC AT YOUR FINGERTIPS" "Magic at your Fingertips" will be presented by Daggett & Ramsdell during luncheon. Attendance by invitation only. Publicity: Neva Bradley, CH. 3-2240.	DAGGETT & RAMSDELL	AMBASSADOR HOTEL GARDEN ROOM
Tuesday Nov. 12 12:30 P.M. Luncheon	PRESS PREVIEW OF BLOUSES FOR GIRLS Showing of new Spring blouses for all girls, from Size 3 to Juniors. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	SALLY MASON (493 SEVENTH AVE.)	MONTE CARLO 54TH & MADISON AVE.
Tuesday Nov. 12 1:00 P.M. Luncheon	"FURS OF ELEGANCE" AT LUNCHEON SHOW Luncheon showing of new fur fashions and other clothes by B. Weinstein. Open to public. Press by invitation. For reservations, contact "Charles", PL. 3-4600, Ext. 20. B. Weinstein Publicity: Viola Shefer, PL. 3-3173. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	B. WEINSTEIN (485 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Nov. 12 4:00 P.M.	PREVIEW SHOWING OF KENWOOD FILM Preview presentation of the new Kenwood sound and color motion picture, "Here Comes the Bride!" Attendance by invitation only. Contact: PL. 3-8730, Ext. 18.	KENWOOD BLANKETS	MONTE CARLO 54TH & MADISON AVE.
Tuesday Nov. 12 4:00 P.M.- 6:30 P.M. Cocktails	PRESS SHOWING OF NEW SPRING FASHIONS Spring showing of Miss America originals "in harmony with Spring" -- designed by Harry Shacter. Showing promptly at 4:30 P.M. Jewelry by Castlecliff. (Publicity: Dorothy Lansing, PL. 3-3145). Attendance by invitation only. Publicity: Billie Gould, Inc., LA. 4-8773.	MISS AMERICA	HOTEL PLAZA TERRACE ROOM
Tuesday Nov. 12 4:30 P.M.- 6:30 P.M. Tea	ADVANCE SPRING AND RESORT MILLINERY The Millinery Creators Guild will present hats for advance Spring and Resort wear by the following milliners: Bernice Charles, Harryson Hats, G. Howard Hodge, Jeanne Tete, Edgar J. Lorie, Milgrim Hats, Germaine Montabert, Vogue Hats-Garfunkel Makers. Attendance by invitation only. Contact: Ruth Weintraub, PL. 3-2116.	MILLINERY CREATORS' GUILD	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 12 5:00 P.M.- 7:30 P.M.	PRESS PREVIEW OF SPRING FASHIONS Kiviette's new fashions for Spring, with showing at 5:30 P.M. Strictly by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	KIVIETTE	ST. REGIS HOTEL ROOF
Beginning Tuesday Nov. 12	SPRING SHOWING: DINNER AND COCKTAIL DRESSES Spring showing of dinner and cocktail dresses, at 10:30 A.M. and 2:30 P.M. By invitation only. Contact: Jack Herzog, LO. 5-0525.	JACK HERZOG & BRO., INC.	530 SEVENTH AVENUE SHOWROOM
Beginning Tuesday Nov. 12	SHOWING OF DAYTIME DRESSES FOR SPRING Roberta Gowns will have a Spring showing of daytime dresses at 10:30 A.M. and 2:30 P.M. Contact: LO. 5-0525.	ROBERTA GOWNS, INC.	530 SEVENTH AVENUE SHOWROOM
Beginning Tuesday Nov. 12- Nov. 15	CORSET AND BRASSIERE SPRING MARKET WEEK The second group showing at the Hotel New Yorker, under the auspices of the Corset and Brassiere Exhibitors' Guild will be staged beginning Tuesday, Nov. 12, during the official Spring Corset and Brassiere Market Week. Contact: MU. 3-1593.	CORSET AND BRASSIERE EXHIBITORS' GUILD	HOTEL NEW YORKER
Wednesday Nov. 13 10:30 A.M.; 2:30 P.M.	SHCWING OF SPRING COLLECTION Showing of new Spring fashions by Sam Friedlander. Attendance by invitation only. Contact: Harriet Rhoday, PE. 6-2663.	SAM FRIEDLANDER	HOTEL ASTOR GRAND BALLROOM
Wednesday Nov. 13 12:30 P.M. Luncheon	TRADE SHOWING: SPRING COATS AND SUITS Leeds will present Spring coats and suits for misses and juniors. For trade, by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	LEEDS, LTD.	HOTEL PLAZA BALLROOM
Wednesday Nov. 13 2:30 P.M.	NEW FASHION ACCESSORIES Showing of hats, bags, gloves, belts, scarfs, and jewelry at Martin's. Open to public. Publicity: Kay Connelly, TR. 5-3100.	MARTIN'S BROOKLYN	FIRST FLOOR
Wednesday Nov. 13 3:00 P.M. Luncheon	FASHION PRESENTATION DURING LUNCHEON Sydell gowns fashion show presenting new suits, cocktail dresses, evening fashions, for Palm Beach and Winter. Contact: Sydell, PL. 8-0892.	SYDELL (666 FIFTH AVE.)	WALDORF-ASTORIA WEDGWOOD ROOM
Wednesday Nov. 13 4:30 P.M.- 6:30 P.M. Cocktails	"IT'S DONE WITH WIRES" FASHION SHOW Elsa Maxwell is "giving a party" for the Alene Brassiere Company to present to the fashion press and to buyers a "Fashion Extravaganza" of Alene's wired brassieres. This is Elsa Maxwell's first "fashion" party and promises tremendous style excitement. Attendance by invitation only. Publicity: Sophie Goode, VA. 6-0295.	ELSA MAXWELL FOR ALENE WIRED BRASSIERES	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Nov. 13 5:30 P.M.- 7:00 P.M.	SHOWING OF NEW FABRICS IN COATS Presentation of new fabrics by Stroock in coats by Originals. Attendance by invitation only. Contact: S. Stroock & Co., WI. 7-1471.	S. STROOCK & CO., INC.; ORIGINAL MODES	HOTEL PIERRE ROOF

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Nov. 13 6:00 P.M.	PRESS PREVIEW: SKI EQUIPMENT Small press party showing complete ski equipment and ski clothing for both men and women. Also, pre-skiing exercise demonstrated by Charlotte of Helena Rubinstein. <u>Attendance by invitation only.</u> This presentation will be repeated on Thursday, Nov. 14, at 3:30 P.M. and 6:30 P.M. at Bloomingdale's Ski Shop on the seventh floor (open to public). Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	SEVENTH FLOOR
Thursday Nov. 14 10:30 A.M.	PRESS TO MEET DESIGNER OF SKI FASHIONS Lord & Taylor will present to the press Miss Ann Cooke, who has designed ski fashions which will be at Lord & Taylor's exclusively in New York. <u>Attendance by invitation only.</u> Publicity: Alice Johnston, WI. 7-3300.	LORD & TAYLOR	ELEVENTH FLOOR EXEC. CONF. ROOM
Thursday Nov. 14 12:45 P.M. Luncheon	PRESS PREVIEW: SPRING FASHIONS FOR JUNIORS Emily Wilkens' Young Originals Premiere collection of her Fashions for Spring during luncheon. Attendance strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	EMILY WILKENS	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Nov. 14 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF RAINWEAR FASHIONS Press showing of lots of "all-wet" fashions for "Little Rain Riding Hoods" -- Aquatogs' children's fashions. Attendance strictly by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	AQUATOGS	STORK CLUB BLESSED EVENT ROOM
Friday Nov. 15; Nov. 18; Nov. 19	TRADE SHOWING OF SPRING COLLECTION Eta will present her Spring collection to the trade at 10:30 A.M. on Friday, Nov. 15, Monday, Nov. 18, and Tuesday, Nov. 19. By invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ETA	498 SEVENTH AVENUE SHOWROOM
Monday Nov. 18 1:00 P.M. Luncheon	EVENING FASHIONS AT LUNCHEON SHOW Presentation of cocktail, dinner and evening fashions by Russeks Fifth Avenue. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVE.	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Nov. 19 or Nov. 20 9:30 A.M. Sharp	"ICE BALLET" OF MOUTON FURS Press showing of Fashionrite Mouton Furs, presented by Russeks Fifth Avenue, at an "Ice Ballet" during breakfast on Tuesday, Nov. 19, at 9:30 A.M., if weather permits; otherwise on Wednesday, Nov. 20. Attendance strictly by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	RUSSEKS FIFTH AVENUE	FRENCH CAFE ROCKEFELLER PLAZA
Tuesday Nov. 19 1:00 P.M. Luncheon	SHOWING OF CHRISTMAS GIFTS DURING LUNCHEON "Give My Best to the Family" -- Christmas gifts and fashion accessories for every member of the family. Also, a showing of children's clothes. Open to public. Press by invitation. For reservations, contact "Charles", PL. 3-4600, Ext. 20. Fashion Show Director and Publicity: Mary Alice Rice, CI. 6-1790. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	GEORG JENSEN, INC.	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 19 4:00 P.M. Cocktails	NEW COTTONS FOR RESORT AND SPRING New cotton fashions for Resort, Spring and Summer by Jerry Parnis. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOMS
Thursday Nov. 21 12:00 Noon Luncheon	PRESS SHOWING OF PARISIAN HANDKERCHIEFS First shipment since the war of handkerchiefs imported from Paris for national U. S. distribution, timed for Christmas gift selling. All this handkerchief stock will be available and in retail stores nationally by this date (Nov. 21). Luncheon at 12:00 noon sharp. Attendance by invitation only. Publicity: Jane Ellis, MU. 2-5250.	BLOCH FRERES	RITZ CARLTON HOTEL CRYSTAL ROOM
Thursday Nov. 21 12:30 P.M. Luncheon	SPECIAL LUNCHEON FOR BEAUTY EDITORS The Toilet Goods Association will invite newspaper and magazine beauty editors to a luncheon at the Waldorf-Astoria. Attendance by invitation only. Contact: CO. 5-5443.	TOILET GOODS ASSN. INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA WEST FOYER
Thursday Nov. 21 4:00 P.M.- 6:00 P.M. Cocktails	NEW PRINTS IN FULLER FABRICS Preview showing of new fashions in prints designed by Jim Tillett for Fuller Fabrics. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	FULLER FABRICS	ST. REGIS HOTEL PENTHOUSE
Thursday Nov. 21 4:30 P.M. Cocktails	"THE BUTTON" FASHION PRESENTATION Showing of "The Button" will be given at cocktails, presenting a unique entertainment, centering around buttons as they affect fashions. Mind reading, magic and fun. Commentator: Vyvyan Donner. By invitation only. Publicity and show arrangements; Billie Gould, LA. 4-8773.	LIDZ BROTHERS COSTUMAKERS	HAMPSHIRE HOUSE COTTAGE
Monday Nov. 25 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW New fashions in hats for Winter and early Spring. Open to public. Press by invitation. For reservations, contact PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500, or CI. 6-1790.	PETER BONDI	ST. REGIS HOTEL IRIDIUM ROOM
Monday Nov. 25 3:30 P.M.	PRESS SHOWING OF RESORT FASHIONS Lord & Taylor will present to the press a collection of new Resort clothes. Attendance by invitation only. Publicity: Alice Johnston, WI. 7-3300.	LORD & TAYLOR	FIFTH FLOOR BIRD CAGE
Tuesday Nov. 26 1:00 P.M. Luncheon	"BAG FESTIVAL" AT LUNCHEON SHOWING New bags by Josef will be presented at a "Bag Festival" during luncheon. Open to public. Press by invitation. For reservations, contact "Charles", PL. 3-4600, Ext. 20. Josef Publicity: Viola Shefer, PL. 3-3173. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	BAGS BY JOSEF (GOLD SEAL IMPORTERS)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Nov. 26 4:00 P.M. Cocktails	SECOND EDITION: "HAVE FUN" FASHION REVUE Press showing of second edition of the Everfast Fashion Revue "Have Fun". Attendance strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	EVERFAST FABRICS	WALDORF-ASTORIA LE PERROQUET SUITE

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Friday
Nov. 1 PREMIERE: "NOBODY LIVES FOREVER" (Movie) STRAND THEATRE, B'WAY & 47TH ST.
Warner Brothers' melodrama about a gangster who is reformed by the woman he tries to cheat. The cast includes John Garfield, Geraldine Fitzgerald, Walter Brennan, Faye Emerson and George Coulouris. Produced by Robert Buckner; directed by Jean Negulesco. Costumes: Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.
- Saturday
Nov. 2 OPENING: "PARK AVENUE" SHUBERT THEATRE, 225 WEST 44TH STREET
Max Gordon's new musical production, with libretto by Nunnally Johnson and George S. Kaufman, music by Arthur Schwartz, and lyrics by Ira Gershwin. About the mixups with occur when a divorcee meets her fourth husband while traveling with her seventh. Featured players are Leonora Corbett, Arthur Margetson, Raymond Walburn, Mary Wickes and Martha Stewart. Director: George S. Kaufman. Costumes: Tina Leser. Publicity: Nat Dorfman, ME. 3-0859.
- Wednesday
Nov. 6 OPENING: "HENRY VIII" INTERNATIONAL THEATRE, COLUMBUS CIRCLE
First presentation of the season by the new American Repertory Theatre, of the Shakespearian drama adapted and directed by Margaret Webster. Cast includes Eva LeGallienne, Victor Jory, Walter Hampden, June Duprez and Ernest Truex. The repertory will also include: "What Every Woman Knows" (Nov. 8); "John Gabriel Borkman" (Nov. 12); "School for Scandal"; and "Androcles and the Lion." Publicity: Wolfe Kaufman, BR. 9-4825.
- Sunday
Nov. 10 CONCERT BY MARIAN ANDERSON CARNEGIE HALL, 7TH AVE. & 57TH ST.
First of two song recitals by Marian Anderson, contralto, with Franz Rupp at the piano. Her second concert will take place on January 5th. Tickets: \$1.20-\$3.60 (tax included). Contact: Box Office, CI. 7-1350.
- Monday
Nov. 11 OPENING: METROPOLITAN OPERA SEASON METROPOLITAN OPERA HOUSE, B'WAY & 39 ST.
Opening night presentation will be Delibes' "Lakme". Publicity: Margaret Carson, PE. 6-1200.
- Tuesday
Nov. 12 BENEFIT ENTERTAINMENT: "NIGHT OF STARS", MADISON SQUARE GARDEN
Sponsored by the United Jewish Appeal, "Night of Stars" will feature well known stars of radio, stage, and screen, including: Mickey Rooney, Milton Berle, the DeMarcos, Perry Como, Betty Garrett, Kate Smith, Carole Landis, Frances Langford, Dean Murphy, Fred Waring, Sophie Tucker, Lew Parker, and others. Honorary chairmen include: Governor Thomas E. Dewey, Herbert H. Lehman, Mayor O'Dwyer, Nathan Straus, Grover A. Whalen and Dr. Stephen S. Wise. Tickets: \$1.20 to \$15.00. Contact: Ticket Office, United Palestine Appeal, 41 East 42nd St., MU. 2-3320.
- Monday
Nov. 18 OPENING: "JOAN OF LORRAINE" ALVIN THEATRE, 250 WEST 52ND ST.
Playwrights' Company presentation of a play by Maxwell Anderson, starring Ingrid Bergman, with Sam Wanamaker, Romney Brent, Bruce Hall and Kenneth Tobey. Story is based on differences in interpretation given to the role of Joan of Arc by a star and her director. Director: Margo Jones. Costumes: Lee Simonson. Publicity: Bill Fields, CI. 5-7930.
- Tuesday
Nov. 19 OPENING: "THE FATAL WEAKNESS" ROYALE THEATRE, 242 WEST 45TH ST.
The Theatre Guild presents a new comedy by George Kelly, with Ina Claire, Madge Evans, Margaret Douglass, and Howard St. John. Directed by Mr. Kelly; production supervised by Lawrence Langner and Theresa Helburn. Costumes: Bianca Stroock, Publicity: Joe Heidt, CO. 5-6180.